USERZOOM TEST
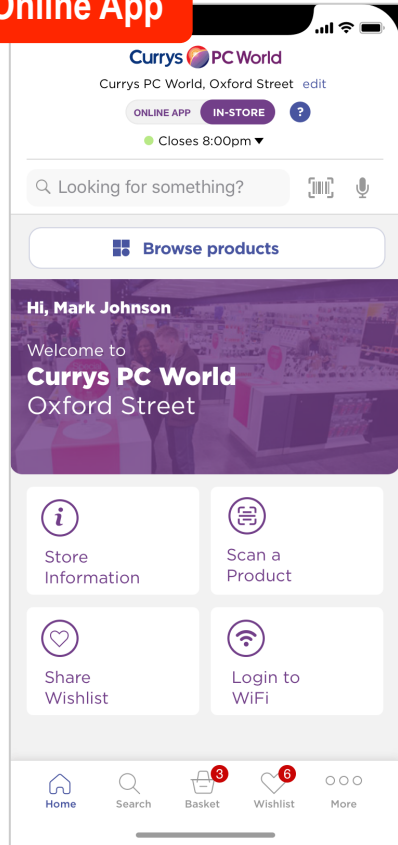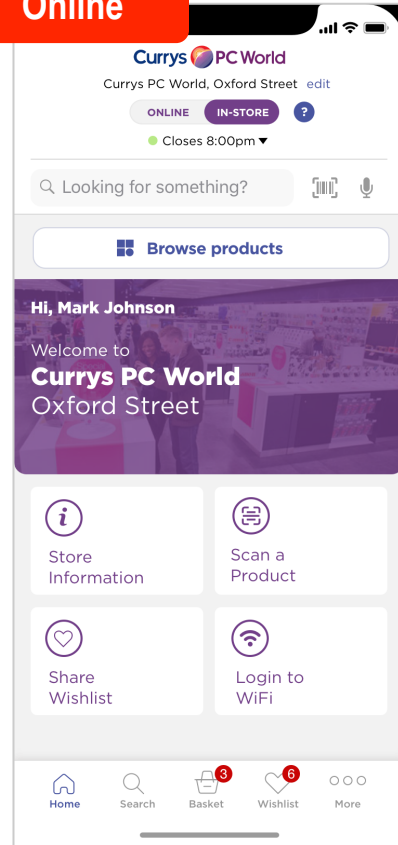## MICROCOPY TEST

MICRO COPY TEST

Look at the top of these 2 app design homepages where it reads:

- ONLINE & IN-STORE
- ONLINE APP & IN-STORE

The app has defaulted to IN-STORE mode, which show products & services of the store they are in.

As a customer you want to switch to the normal app so you can see all the products you want to buy - Which label makes more sense to you - 'ONLINE' or 'ONLINE APP' ?